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**METHOD AND SYSTEM FOR SELECTIVE INCENTIVE POINT-OF-SALE
MARKETING IN RESPONSE TO CUSTOMER SHOPPING HISTORIES**

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Equivalents: AU7402294, ☐ [EP0711434](#) (WO9503570), [A4](#)
Cited Documents: [US5056019](#); [US5025372](#); [US4908761](#); [JP55047560](#)

Abstract

A system and method is disclosed for customer promotion. A terminal enters a customer's identification code, along with customer transaction data, at the point-of-sale. A memory stores a database of previously entered customer identification codes and transactions data. Circuitry is provided for generating a signal representative of a customer's shopping history, wherein incentive coupons may be issued to customers in dependence upon the signal.

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